

Top 10 Tips – Website Top 10 Tips for SME's

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1. Make your website mobile friendly

Google has recently updated the mobile search engine algorithm to weed out websites that are not mobile friendly. That means if your website is not mobile friendly and a user searches via their mobile device Google is unlikely to show your website to them in their search results!

Solutions to consider: *Either have a mobile website built or make changes to your existing website so that it is 'Responsive' and scales correctly on mobile devices.*

2. Try to keep your website fresh

This is a difficult one for many businesses, most believe they don't have newsworthy products or services to blog about, and/or their products and services don't change much over time. This tends to lead towards old content being left on a website.

Truth is, our big brother Google actually likes fresh content, and this is why blogs have had such an explosion on the web scene in the past years. In fact freshness of content is part of their search engine ranking algorithm.

Solutions to consider: *Don't be afraid of publishing a blog about your business, even if people don't read it often, it can provide a great platform for new ideas and encourage you as a business entity to think more about communicating with potential clients. Don't go all sales pitchy on people, be natural, and bring the human element back into the business.*

Oh, and try to rewrite and update some of your text and images every now and then too. Even consider publishing some videos to Youtube and embed them onto your site.

3. Title and describe your pages please

This is one of those 'SEO' things that everyone should do, if you can't because you lack coding skills – then get in touch and we will do it for you (end sales pitch).

Solution: *Make sure you title your page correctly. Find the <title> tag in your HTML code and change it to something meaningful and human. Same goes for the description tag <meta name="description" content="Your page description here">. Make sure your title tag is no longer than 50 Characters and your description is no longer than 160 Characters. And please... don't just write keyword after keyword, Google doesn't like this anymore!*

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4. KISS your website for a better experience (Yeah... do it trust us)

No don't go kissing it really, KISS means Keep It Simple Stupid. It is a process my art school teacher taught me.

Does your navigation bar look crowded, do you need so many pages, is it too confusing to find pages, and are there too many buttons, do my pages go on and on? Take a closer look at your site, all of your content, all of your text, and ask yourself – do I really need all that?

Chances are you will answer NO, and if so then start to think about simplifying your website...

Solutions to consider: *Think about how you can cut back and simplify the user experience. Think about the user, not the search engine. Create pages that answer or solve the user's problems, and provide solutions for what they were searching for and why they came to your website, don't overload them with guff.*

5. Videos will get views so become a video star

Some of the best feedback I have had from clients is how well their own videos have gone down with their customers. Videos, created with thought and purpose, will really improve customer engagement.

Solutions to consider: *If your business allows it and has services or products that could use explanations then consider having a video made for that purpose. If you are in manufacturing show off a behind the scenes tour of your facilities. Whatever it may be, you will be able to create videos and they will be some of the bestselling tools you'll ever invest in. Speak to us if you are interested in video, 3D animations and visuals, we do it all. (End second sales pitch!)*

6. Embrace social media but actually engage

Hey, we are all bad at this one (in our professional opinion), even us, but believe it or not social media does have a place in your marketing strategy.

Solutions to consider: *Social media is what it says it is – social – so be social, communicate with people, try to gauge opinions on your products and services, request feedback from strangers, build a following of loyal customers, and engage with them, give them a feeling of 1 to 1 interaction, be human, and yes give them personalised offers.*

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7. Consider using Wordpress?

I ask this as a question because not many people have considered the impact of using a content management platform like Wordpress. It is by far the most popular CMS out there and Google has taken notice.

If you are serious about improving your website presence and are considering some of the above tips then utilizing a platform like Wordpress could work wonders for you. Not only is it a blogging platform but it will make it extremely easy to manage your photos, videos, pages, and blog posts.

It also has a huge developer following, and has become an industry in its own right, with people and companies creating plugins for nearly every possible function you may require.

Upgrade your static website to Wordpress, you won't be disappointed.

8. Become human again

This is one of my favorite bits of advice (because I always get a confused look), but I am serious. In the early 2000's websites were all about keyword stuffing to get that all important search engine ranking. Well times have changed and now it is about creating and publishing real content with real intent.

Become human again, but online, is my way of saying be yourself when writing content, show your face on your website, show the faces of your colleagues and employees, the people behind the phones and the hard sales. Give your site some personality, but don't go too far or that inner child will come out and you will start to sound a bit amateurish.

Again this is where a video introduction to your company could pay dividends. Don't use the same old stock photo of the blonde lady with a headset on, you know the one I mean, she doesn't work for you!

9. Make examples of your clients

Let's be real, we all like to have a little brag every now and then, it can be embarrassing for some, but online I say it is essential...

Make examples of your clients, in other words, create those case studies people!

You don't need to drop names if you don't want to, or can't, but definitely explain the brief and the solutions you provided as a form of case study. It is time consuming but when visitors come to your website the one place they always visit is your case studies. It builds trust, expertise, and if done correctly you may even answer the problem they are having immediately and drive them to contact you.

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10. If in doubt get a professional to do that bit

We all like to think we know it all, but even I know that I suck at DIY around the house so I tend to get in a professional. It's the same for your website and your business as a whole.

If you are not a website manager, employ one (or save some money and just contract us instead). If you are taking photos of your products using your mobile phone and a hand held desktop lamp, for the love of all that is photography, get a professional photographer in. And of course, if you intend to make some videos, don't let your son or daughter who appear the ever tech savvy pro with their iPad's and GoPro to shoot your next promo video, trust me and pay that little bit extra and have it done right.

"If you really want to grow as an entrepreneur, you've got to learn to delegate." - Richard Branson.

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